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THE INEVITABLE

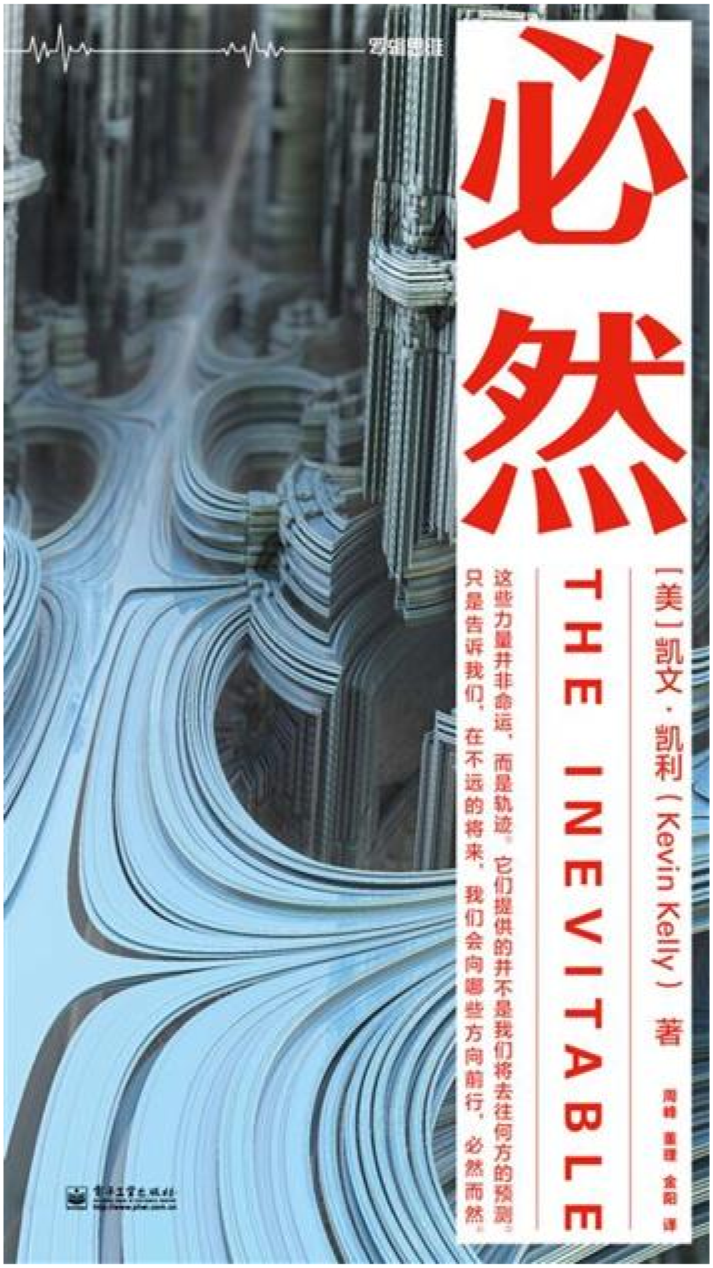
[美]凯文·凯利（Kevin Kelly）著

周峰 董理 金阳 译

这些力量并非命运，而是轨迹。它们提供的并不是我们将去往何方的预测，只是告诉我们，在不远的将来，我们会向哪些方向前行，必然而然。



电子工业出版社


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周峰 董理 金阳 译

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[illegible]ATM[illegible]Square[illegible]Paypal[illegible]Apple Pay[illegible]Square[illegible]Paypal[illegible]Apple Pay[illegible]iPhone[illegible]——[illegible]

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10[illegible]Napster[illegible]P2P[illegible]1999[illegible]——[illegible]Bit Torrent[illegible]

[illegible]10[illegible]MV[illegible]100[illegible]3D[illegible]

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[illegible]8[illegible]“[illegible]”[illegible]generative[illegible]

[illegible]8[illegible]“[illegible]”[illegible]

[illegible]Immediacy[illegible]——[illegible]“[illegible]”[illegible]——[illegible]

[illegible]Personalization[illegible]——[illegible]DNA[illegible]“[illegible]”[illegible]

Interpretation——
Red Hat Linux
Red Hat Enterprise Linux——Apache
Apache Apache Software Foundation ASF
Apache
Apache Apache License——

DNA 100

——

Authenticity——

“ ” “free” “ ” “
” ——
Grateful Dead 20 60
“ ” 57 ——

Accessibility——

“ ”
Acme Acme
Digital Warehouse

iTunes iTunes 2003
2008 4 ——

Embodiment—— PDF

——
TED

patronage——
1. 2. 3.
4.
Radiohead 2007 In Rainbows
mp3
CD —— 2007
In Rainbows 2.26
CD

Discoverability——7

TV Guide Magazine

Kindle Unlimited
Netflix Netflix

8

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[illegible]30[illegible]

[illegible]“[illegible]”[illegible]4[illegible]

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[illegible]30[illegible]Napster[illegible]Spotify[illegible]Sony[illegible]EMI[illegible]Warner Music Group[illegible]Universal[illegible]——[illegible]Spotify[illegible]3000[illegible]——[illegible]·[illegible]

[illegible]Spotify[illegible]

YouTube[illegible]SoundCloud[illegible]——[illegible]2.5[illegible]

[illegible]

[illegible]27%[illegible]CD[illegible]Spotify[illegible]70%[illegible]Spotify[illegible]“[illegible]”[illegible]

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[illegible]B[illegible]——[illegible]YouTube[illegible]

[illegible]·[illegible]Nick Carr[illegible]·G·[illegible]Nicholas G.Carr[illegible]2011[illegible]——[illegible]4[illegible]

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[illegible]People of the Word[illegible]500[illegible]1440[illegible]“[illegible]”[illegible]Authority[illegible]“[illegible]”[illegible]author[illegible]author[illegible]-ity[illegible]——[illegible]

[illegible]5[illegible]100[illegible]“[illegible]”[illegible]1740[illegible]“[illegible]”[illegible]1910[illegible]2500[illegible]People of the Book[illegible]

[illegible]50[illegible]38[illegible]People of Screen[illegible]

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[illegible]“[illegible]”[illegible]Rapid Serial Visual Presentation[illegible]“[illegible]”[illegible]

Kindle[illegible]3600[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Kindle[illegible]

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[illegible]2500[illegible]

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[illegible]·[illegible]·[illegible]Muriel Rukeyser[illegible]20 [illegible]——[illegible]“[illegible]”

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[illegible]

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App App ……

30 “”

100 1018

“life logging” “”

IMAX Apple Watch

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[illegible]3D[illegible]——[illegible]

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[illegible]30[illegible]80[illegible]1950[illegible]73[illegible]1970[illegible]16[illegible]13.5[illegible]20%[illegible]

[illegible]20[illegible]70[illegible]25%[illegible]

[illegible] GDP [illegible] 150 [illegible] GDP [illegible] 20 [illegible] 1870 [illegible] 4 [illegible] 1 [illegible] GDP [illegible] 1930 [illegible] 1 [illegible] GDP [illegible] 1977 [illegible] 1.64 [illegible] 2000 [illegible] 3.58 [illegible] 23 [illegible]

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[illegible]·[illegible]Jeff Bezos[illegible]2007[illegible]Kindle[illegible]Kindle[illegible]100[illegible]“[illegible]”[illegible]Kindle[illegible]Kindle[illegible]

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[illegible]“[illegible]”[illegible]software as service[illegible]SAS[illegible]Adobe[illegible]Photoshop[illegible]7.0[illegible]Photoshop[illegible]InDesign[illegible]Premier[illegible]Adobe[illegible]

[illegible]Airbnb[illegible]Techshop[illegible]——[illegible]Stitch Fix[illegible]Bombfell[illegible]——[illegible]Food as Service[illegible]FAS[illegible]——[illegible]

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[illegible]Real Time On-Demand[illegible]

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[illegible]Lyft[illegible]

[illegible]“[illegible]”[illegible]“X[illegible]”[illegible]X[illegible]Geekatoo[illegible]Eaze[illegible]Canary[illegible]Meadow[illegible]——[illegible]“X[illegible]”[illegible]Amazon Home Services[illegible]

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[illegible]iPhone[illegible]iTunes[illegible]App[illegible]iTunes[illegible]App[illegible]iTunes[illegible]App[illegible]——[illegible]GPS[illegible]iPhone[illegible]

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[illegible]“[illegible]”[illegible]

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[illegible]5[illegible]9[illegible]99.999%[illegible]

[illegible]

[illegible]“[illegible]”[illegible]Google Drive[illegible]App[illegible]“[illegible]”[illegible]Google Drive[illegible]——[illegible]——[illegible]“[illegible]”[illegible]——[illegible]——[illegible]——[illegible]“[illegible]”[illegible]

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[illegible]”[illegible]Knowledge-based Trust[illegible]KBT[illegible]

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[illegible]——[illegible]——[illegible]self[illegible]

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[illegible]“[illegible]”[illegible]100[illegible]“[illegible]”[illegible]Infrastructure as a Service[illegible]IaaS[illegible]

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[illegible]Sharing Economy[illegible]

20[illegible]90[illegible]·[illegible]·[illegible]John Perry Barlow[illegible]“[illegible]”[illegible]dot-communism[illegible]“[illegible]”[illegible]Netflix[illegible]Spotify[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Clay Shirky[illegible]2008[illegible]Here Comes Everybody[illegible]

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[illegible] Reddit [illegible] —— [illegible]

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[illegible] —— [illegible] Linux [illegible]

[illegible] 3500 [illegible] Apache [illegible] 3D Warehouse [illegible] 3D [illegible] —— [illegible] —— [illegible] Arduino [illegible] Raspberry Pi [illegible]

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[illegible]Black Duck Open Hub[illegible]65[illegible]50[illegible]

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“[illegible]”[illegible]14[illegible]“[illegible]”[illegible]10[illegible]“[illegible]”[illegible]14[illegible]

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[illegible]·[illegible]Howard Rheingold[illegible]“[illegible]”[illegible]Smart Mobs[illegible]——“[illegible]”[illegible]Hotwired[illegible]“[illegible]”[illegible]A Declaration of the Independence of Cyberspace[illegible]Slashdot[illegible]Digg[illegible]Reddit[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

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[illegible]100[illegible]100[illegible]

[illegible]

[illegible]1993[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Oh My News[illegible]2010[illegible]Fast Company[illegible]2000[illegible]

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[illegible]Linux[illegible]Open Office[illegible]1500[illegible]Mozilla[illegible]·[illegible]Mitch Kapor[illegible]“[illegible]”

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[illegible]10[illegible]50[illegible]

[illegible]——[illegible]——[illegible]6000[illegible]

[illegible]·[illegible]David Hockney[illegible]iPad[illegible]100[illegible]Style[illegible]24[illegible]

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[illegible]Netflix[illegible]Spotify[illegible]“[illegible]”[illegible]

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[illegible]2013[illegible]2[illegible]Kickstarter[illegible]30 [illegible]1000[illegible]31[illegible]——[illegible]The Silver Cord[illegible]4[illegible]

[illegible]Kickstarter[illegible]30[illegible]1[illegible]1000[illegible]PDF[illegible]

Kickstarter[illegible]4[illegible]30[illegible]1[illegible]

[illegible]5000[illegible]4[illegible]2000[illegible]Kickstarter[illegible]“[illegible]”——[illegible]Kickstarter[illegible]100[illegible]Kickstarter[illegible]2000[illegible]40%[illegible]

[illegible]450[illegible]Pledgemusic[illegible]Sellaband[illegible]Fundly[illegible]Fundrazr[illegible]GoFundMe[illegible]Rally[illegible]Petridish[illegible]Experiment[illegible]Patreon[illegible]Subbable[illegible]Flattr[illegible]Unglue[illegible]

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[illegible]100[illegible]Kiva[illegible]P2P[illegible]95[illegible]Kiva[illegible]P2P[illegible]120[illegible]Kiva[illegible]2005[illegible]7.25[illegible]99%[illegible]

[illegible]Kiva[illegible]P2P[illegible]Prosper[illegible]Lending Club[illegible]2015[illegible]P2P[illegible]20[illegible]100[illegible]

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[illegible]Netflix[illegible]100[illegible]10%[illegible]4[illegible]99Designs[illegible]Topcoder[illegible]Threadless[illegible]

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Great Books of the Western World

2000

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[illegible]“[illegible]”[illegible]more like this[illegible]——2014[illegible]300[illegible]Netflix[illegible]300[illegible]1.5[illegible]2006[illegible]Netflix[illegible]100[illegible]10%[illegible]

[illegible]“[illegible]”[illegible]filter bubble[illegible]“[illegible]”[illegible]overfitting[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

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20[illegible]1992[illegible]·[illegible]Joseph Pine[illegible]Mass Customization[illegible]——[illegible]20[illegible]90[illegible]“[illegible]”[illegible]3D[illegible]30[illegible]

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1995[illegible]——[illegible]

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[illegible]15[illegible]2010[illegible]2015[illegible]2015[illegible]3.08[illegible]2.69[illegible]3.37[illegible]20[illegible]“[illegible]”[illegible]3[illegible]——[illegible]

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[illegible]8[illegible]AdSense[illegible]AdSense [illegible]——[illegible]100[illegible]AdSense[illegible]——[illegible]

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[illegible]YouTube Capture[illegible]iMovie[illegible]

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2008 [illegible] Speed Racer [illegible]

App Instagram Snapchat WhatsApp Flickr 1.5 Flickr 50

3D SketchUp 3D “ ” · Len Manovich “ ”

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It’s a Wonderful Life

YouTube

Casablanca

The Wizard of Oz

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[illegible]3D[illegible]IMAX[illegible]2016[illegible]Malibu[illegible]1000[illegible]——[illegible]——[illegible]——[illegible]

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[illegible]1989[illegible]·[illegible]Jaron Lanier[illegible]

[illegible]“[illegible]”[illegible]1989[illegible]

[illegible]“[illegible]”[illegible]20[illegible]80[illegible]1990[illegible]24[illegible]·[illegible]Tim Leary[illegible]LSD[illegible]·[illegible]William Gibson[illegible]“[illegible]”

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[illegible]2002[illegible]Minority Report[illegible]·[illegible]2050[illegible]50[illegible]2050[illegible]·[illegible]John Underkoffler[illegible]MIT[illegible]·[illegible]6[illegible]Iron Man[illegible]·[illegible]3D[illegible]

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[illegible]——Squid[illegible]“[illegible]”[illegible]·[illegible]David Eagleman[illegible]Baylor College[illegible]Sensory Substitution Vest[illegible]“[illegible]”[illegible]

[illegible]brain-machine interfaces[illegible]BMIs[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

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2007[illegible]·[illegible]Alan Greene[illegible]——[illegible]iPod[illegible]

[illegible]·[illegible]Gary Wolf[illegible]“[illegible]”[illegible]2007[illegible]6[illegible]“[illegible]”[illegible]“[illegible]”[illegible]20[illegible]

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[illegible]·[illegible]Larry Smarr[illegible]100[illegible]Crohn’s disease[illegible]

[illegible]·[illegible]Mathematica[illegible]1700[illegible]25[illegible]13[illegible]GPS[illegible]

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[illegible]·[illegible]Gordon Bell[illegible]“[illegible]”[illegible]2000[illegible]6[illegible]MyLifeBits[illegible]60[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

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[illegible]·[illegible]Narrative[illegible]1[illegible]Narrative[illegible]2000[illegible]1[illegible]“[illegible]”[illegible]

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Narrative[illegible]“[illegible]”[illegible]“[illegible]”[illegible]Narrative[illegible]Narrative[illegible]

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·[illegible]365[illegible]7[illegible]24[illegible]“[illegible]”[illegible]

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[illegible]10[illegible]20[illegible]

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